

Two for the Flu & immunity too!

by Margy Squires

Do you seem to catch the cold and flu every year, same time, same symptoms? Are you willing to wait and see what happens this year too? Take a different approach! Arm yourself against these microscopic invaders by reinforcing your immune system with vitamin D3 and olive leaf extract *before the season begins*. If you do, you'll be smiling happily through to spring!



D3 for Defense

Where's the sunshine? D3 levels are essential to immunity. You may think a daily dose of sunshine will do as your skin absorbs and converts ultraviolet rays to synthesize D and then convert it to active D3. Surprisingly, an estimated 70% of Americans may be low or deficient, according to a government NHANES dietary intake study, which includes sunny Arizona and Florida.

Whether due to sunblock, ozone, too little sun or too many days inside during inclement weather, low D3 levels are bad news for immunity. Studies show those with higher levels of D3 are at a lower risk of "catching" the flu and/or colds. Another factor that influences D synthesis is age, as our skin receptors for D decrease. Also, if you carry extra weight, have chronic pain or a GI disorder, your needs are higher. Since little D3 is available from food sources, supplementation is the best alternative, especially when the sun is not shining so much in winter months.

Positive studies abound on D3's role in respiratory tract infections (RTIs), colds, pneumonia and the flu. For example, a review of 5660 patients in 11 studies found D3 has a "protective effect against RTI", especially when dosed once a day versus once a week. A Finnish report cites D3 as the force behind antimicrobial peptides (AMPs) needed to inhibit the flu virus and D3 boosts innate immunity. Yet another published paper points out D3's ability to influence T-cells for immune response as well and that a "dysregulation" may be an "underlying cause of infectious disease." When 235 asthmatic children were given 2000 IUs D3 a day, they had better lung function and fewer missed school days. Seniors treated with 800 IUs daily brought D3 levels up to 50 ng/L in 16 weeks.

Are you protected with D3? You can be sure with a simple blood test. As most doctors are aware of the value of this do-gooder for bones, you need only ask for testing. Be aware that although the Institute of Medicine has "normal" at 30 ng/L, that level is a bit low to have preventative or immune

benefits. Experts suggest aiming more for 50-75 ng/L instead. If your test falls in the optimal range, good for you! Keep taking your current dose and recheck at your annual exam.

If you're low, supplement. Vitamin D3 is safe and available in 400, 1000, 2000 and 5000 IUs. How much you need depends on how low your level is. Be aware that it takes 12 weeks to change the value upward. Your doctor may prescribe 50,000 IUs D3 once weekly if you're deficient yet studies show a smaller but daily dose is more effective. Research results also favor bioavailable D3 over D2. Monitor your D3 blood level every three months until you get two consistent optimal results in a row. That's your maintenance dose to stay in range.

Defensive Move #2

Olive leaf extract (OLE) is the lesser known of this duo although TyH has recommended it for years for one very important reason. *It has the ability to adapt itself to whatever the current strain of flu virus is, making it more effective than a vaccine based on last year's strain.* In other words, you stay protected against viral pathogens. That's important, given the alarm about "resistant" bugs to antibiotics.

Historically, OLE dates back to the Garden. OLE's medicinal power is found in its oleuropein content, standardized in a range from 6% and up. OLE is anti-viral, anti-bacterial and anti-fungal, making it a wide reaching immune booster against any pathogen so putting it to work in your defense is a smart move.



In fact, OLE is considered a "smart" germ killer. It has the ability to destroy the offending pathogen without harming the host (e.g. you and me). It does this by breaking down the pathogen wall and invading the cell to interfere with its ability to replicate or spread. When the infected cells are "opened up" and destroyed, the toxins are released, prompting the immune system to kick in and help carry the "debris" away.

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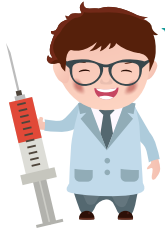
Two for the Flu

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When you are exposed to a virus, whether it is the common cold (rhinovirus) or other types, it takes 1-4 days for it to replicate enough to make you sick. Now if there was a way to tell who was infected, you could be forewarned and keep a safe distance. Unfortunately, many people can be carriers and not sick or *not be sick yet*. Taking OLE on a daily basis means your immune army defends you even during these sneak attacks whenever they happen.

The 6% strength is the most widely researched and many take 1-2 daily during the cold and flu season. A good time to take it is just before bedtime. That way OLE goes to work on unwelcome intruders while you sleep. OLE also supports a healthy GI system. Just be sure to take your other GI helpers (Acidophilus™ or David's Probiotics™) at least two hours away from OLE, as some of the good bacteria will be killed off with the bad.

You can increase the OLE dose if exposed to people who are already sneezing and coughing. It is better to be proactive than to wait until you are sick to run for the OLE! The extra strength 18% oleuropein gives you more fortification if you spend a lot of time indoors during winter months and/or have a history of losing the cold-flu fight and getting sick.



What About the Flu Vaccine?

Last year's study by the Center for Disease Control (CDC) reports a 50% effectiveness for the flu vaccine in general and only 23% for the most common type A, as it mutates and is hard to match and protect against. The CDC admits

the flu vaccine does not work for everyone. Effectiveness depends on who is being vaccinated and how well the flu vaccine matches current circulating viruses. Healthy adults and older children have the best results. "Older people and people with certain chronic illnesses might develop less immunity", they report.

The CDC also states that "Flu vaccines do NOT protect against infection and illness caused by other viruses that can also cause flu-like symptoms." As there are more than 100 cold viruses, how protected are you?

Get with the Program™

Cold & Flu

Suggested Daily Doses

Multi-Gold™	4 Capsules
Buffered-C	500 – 2,000 mg
Vitamin D3/Fibro-D3™	2,000 – 5,000 IU**
Olive Leaf Extract or ESE™	1-2 Capsules*
David's Probiotics™	1 Capsule

*Take before bedtime, more if needed during the day.

**More may be needed based on your D3 blood test.

Summary

Viruses are sneaky critters with the ability to mutate for survival. Trying to vaccinate against a moving target is no easy task. However, staying healthy is an easier target to hit. You know the rules. Get plenty of quality rest, decrease stress and eat for wellness. Stay hydrated. Add nutritional strategy using *Get with the Program™, Cold & Flu*. And fortify your immune system with two for the flu, D3 and olive leaf extract so you'll be defensively armed, no matter what type of pathogen comes at you!



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